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**GREAT-WEST RETIREMENT SERVICESSM INTRODUCES
REALITY INVESTINGSM -- A PARTICIPANT MANAGED
ACCOUNT & SAVINGS SOLUTION**

Ibbotson Associates selected to power Reality Investing

GREENWOOD VILLAGE, Colo., -- In a move to assist retirement plan participants in making simpler and wiser financial decisions and ultimately save more money for retirement, Great-West Retirement ServicesSM today introduced its managed account and savings solutions, Reality InvestingSM, which will be offered through Advised Assets Group, LLC ("AAG"), its registered investment advisory subsidiary, and powered by Ibbotson Associates. Reality Investing will be available to retirement plans and participants Oct. 1.

"This is an investment approach option that will transform the education and investment advisory service options for retirement plans," said Charlie Nelson, senior vice president of Great-West Retirement Services. "We conducted a great deal of market research over the past two years on education and advisory services in retirement plans, and quickly learned that many participants desperately want a qualified professional to make investment decisions for them. We discovered that no level of educational service and support was going to meet the needs of this type of participant."

The introduction of Reality Investing means Great-West Retirement Services' retirement plan participants may have access to personalized investment portfolios professionally powered by Ibbotson Associates, an industry leader in asset allocation and investment analytics tools.

"The vast majority of Americans can no longer rely on pensions and Social Security to fund their retirement. Individuals are now in charge of their own financial planning, but many don't have the skills or the desire to manage their wealth," said Michael Henkel, president of Ibbotson Associates. "The Reality Investing program offers plan participants the option of unbiased, professional management of their 401(k) accounts for a reasonable price."

Great-West Retirement Services' two-year due-diligence study and market research effort included conducting independent focus groups with retirement plan participants, plan sponsors and brokers. Through the focus groups, facilitated by an independent consulting firm, Great-West Retirement Services found:

- Sixty-five percent (65%) of participants thought they would need 75% or 100% of their final pay to maintain their current lifestyle. Only fourteen percent (14%) thought they could meet that goal.
- Fifty-one percent (51%) of participants believed their account balances would generate less than 75% of their final pay for each year of retirement based on their current contributions. Thirty percent (30%) did not know what to project.
- Fifty-six percent (56%) of focus group participants would either “love” or would “probably” like to have an independent financial expert make investment decisions for them. Thirty-three (33%) were not sure.
- Sixty-six percent (66%) found it “very” or “somewhat” difficult to understand the information that is being provided to them about current investment choices.

“We believe that no plan participant should be without this additional investment approach option,” said Allyson Zoellner, vice president of Great-West Retirement Services. “We know the reality is that with today’s busy lifestyles, most participants do not have the time, interest, or desire to manage their own account and would rather have an expert do it for them. That’s why Reality Investing includes a managed account solution that will help retirement plan participants benefit from more effectively built, diversified and managed accounts.”

Zoellner added that under the Reality Investing umbrella, Great-West Retirement Services will continue to offer more traditional participant education through its licensed education counselors. Online investment advice and guidance through AAG also will continue to be available to participants who wish to spend the time managing their accounts.

Great-West Retirement Services ultimately made the decision to develop and launch Reality Investing after decades of seeing plan participants fall short of meeting their retirement goals and hearing from those same participants how fearful they were of not being prepared to retire comfortably. The company has long provided plan participants with a strong education curriculum and innovative programs that have attempted to teach participants how to best manage their own accounts. With online investment advice offered through AAG, Great-West provided tools to participants to help them decide which investment options to select and how much to save. As Great-West and others have learned, teaching and telling does not generate the desired participant success except for a small percentage of participants.

The primary components of the Reality Investing program include:

- Objective, professional, individual investment portfolios provided by AAG, based on specific allocations designed by Ibbotson Associates;
- Investment funds professionally managed by respected institutional asset managers; and
- Monitoring of participant account allocations by AAG and quarterly rebalancing to respond to market performance and personal information provided by participants.

Great-West Retirement Services also plans to introduce AutoSavingsSM, a feature of the Reality Investing program, in early 2005. AutoSavings will enable employees to commit to incremental annual increases in their retirement savings rate, generally timed to coincide with salary increases to make it easier for participants to contribute more to their plan without having to make a concerted effort to do so each year. Great-West Retirement Services believes the Reality Investing program and AutoSavings feature to be a win-win for plan participants and plan sponsors.

“Reality Investing provides a solution that is effective and easy for participants to use and simple for plan sponsors to implement,” said Amy Tlachac, managing director of AAG. “Participants can access professionally managed investment portfolios as well as traditional education tools. Plan sponsors can offer a solution that meets real participant needs, instead of solely providing traditional educational tools that just don’t work for many employees.”

Great-West Retirement ServicesSM refers to products and services provided by Great-West Life & Annuity Insurance Company, First Great-West Life & Annuity Insurance Company and Financial Administrative Services Corporation. Securities, when offered, are offered through GWFS Equities, Inc., a wholly owned subsidiary of Great-West Life & Annuity Insurance Company and an affiliate of First Great-West Life & Annuity Insurance Company, Albany, New York. Investment options may be offered through a group fixed and variable deferred annuity issued by Great-West Life & Annuity Insurance Company and/or through mutual funds. Annuity contracts for plans situated in New York are issued by First Great-West Life & Annuity Insurance Company. Great-West Life & Annuity Insurance Company is not authorized to conduct business in New York.

Advised Assets Group, LLC, a federally registered investment adviser, is a wholly owned subsidiary of Great-West Life & Annuity Insurance Company and an affiliate of First Great-West Life & Annuity Insurance Company and Financial Administrative Services Corporation.

Great-West Life & Annuity Insurance Company, headquartered in metro-Denver, is an indirect, wholly owned subsidiary of Great-West Lifeco Inc. and a member of the Power Financial Corporation group of companies.

About Ibbotson Associates

Ibbotson Associates, founded by Professor Roger Ibbotson in 1977, is a leading authority on asset allocation, providing products and services to help investment professionals obtain, manage and retain assets. The company’s business lines include investment consulting and research; planning and analysis software; investment advice; educational and marketing services and a widely used line of NASD-reviewed presentation materials. With offices in Chicago, New York and Tokyo, Ibbotson Associates markets its integrated product line to institutional money managers, insurance companies, plan sponsors and consultants, financial planners, brokers, mutual fund firms, hedge funds, banks and small money managers.